

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of conducting an economic transaction associated with rental of a vehicle over a period of time, the method comprising:

(a) tracking the location of the vehicle during at least a portion of the period of time associated with the rental, including detecting that the vehicle is located at a location having an increased level of risk, wherein tracking the location of the vehicle includes calculating the location of the vehicle at a point in time using a location sensor coupled to the vehicle, storing a timestamped entry in a database identifying the point in time and the calculated location of the vehicle at such point in time, and determining a current region for the vehicle from the calculated location, wherein calculating the location of the vehicle includes calculating a second location for the vehicle at a second point in time, and wherein storing the timestamped entry in the database includes storing a second timestamped entry in the database for the second calculated location only if the region associated with the second calculated location differs from the region associated with the first calculated location; and

(b) adjusting a cost associated with the economic transaction associated with the rental at least in part based on the location of the vehicle at the location having the increased level of risk.

2. (Original) The method of claim 1, wherein the increased level of risk is based on at least one of risk of vehicle theft, risk of injury, risk of crime, risk of vehicle accident, risk of hazardous road conditions, risk of terrorist activity, risk of combat activity, and combinations thereof.

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3. (Canceled).

4. (Currently Amended) The method of claim 1 3, wherein the location sensor includes a Global Positioning System (GPS) receiver.

5. (Canceled).

6. (Currently Amended) The method of claim 1 5, wherein the current region is selected from a plurality of regions, the method further comprising assigning a level of risk to each of the plurality of regions.

7. (Original) The method of claim 1, wherein adjusting the cost associated with the economic transaction includes adding a surcharge to the cost in response to detection of the location of the vehicle at the location having the increased level of risk.

8. (Original) The method of claim 7, wherein the amount of the surcharge is based on an amount of time that the vehicle is located at the location having the increased level of risk.

9. (Original) The method of claim 1, wherein adjusting the cost associated with the economic transaction includes selecting one of a plurality of base rates based upon detection of the location of the vehicle at the location having the increased level of risk.

10. - 12. (Canceled).

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13. (Currently Amended) A method of renting a vehicle, the method comprising:

(a) tracking the location of the vehicle during at least a portion of a rental period, including detecting that the vehicle is located at a location having an increased level of risk during the rental period, wherein tracking the location of the vehicle includes calculating the location of the vehicle at a point in time using a location sensor coupled to the vehicle, storing a timestamped entry in a database identifying the point in time and the calculated location of the vehicle at such point in time, and determining a current region for the vehicle from the calculated location, wherein calculating the location of the vehicle includes calculating a second location for the vehicle at a second point in time, and wherein storing the timestamped entry in the database includes storing a second timestamped entry in the database for the second calculated location only if the region associated with the second calculated location differs from the region associated with the first calculated location; and

(b) increasing the cost associated with renting the vehicle based on detecting the location of the vehicle at the location having the increased level of risk.

14. - 16. (Canceled).

17. (Currently Amended) An apparatus, comprising:

(a) a vehicle location tracking system configured to track the location of a vehicle during at least a portion of a period of time associated with an economic transaction associated with rental of the vehicle; and

(b) a program configured to receive location information from the vehicle location tracking system to identify the location of the vehicle during the portion of the period of time associated with the economic transaction associated with

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rental of the vehicle, at least a portion of the location information indicating that the vehicle was located at a location having an increased level of risk, the program further configured to adjust a cost associated with the economic transaction associated with rental of the vehicle at least in part based on the location of the vehicle at the location having the increased level of risk;

wherein the vehicle location tracking system comprises a location sensor coupled to the vehicle, and wherein the vehicle location tracking system further includes a second program configured to store the location information in the form of timestamped entries, each identifying one of a plurality of regions and a time at which the vehicle was located in such region, the second program further configured to add a timestamped entry at a second point in time only when a current region for the vehicle at the second point in time differs from a previous region for the vehicle at a first, previous point in time.

18. (Original) The apparatus of claim 17, wherein the increased level of risk is based on at least one of risk of vehicle theft, risk of injury, risk of crime, risk of vehicle accident, risk of hazardous road conditions, risk of terrorist activity, risk of combat activity, and combinations thereof.

19. (Canceled).

20. (Currently Amended) The apparatus of claim ~~17~~ 19, wherein the location sensor comprises a Global Positioning System (GPS) receiver.

21. (Canceled).

22. (Currently Amended) The apparatus of claim ~~17~~ 21, wherein each of the plurality of regions is associated with a level of risk.

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23. (Currently Amended) The apparatus of claim 17 ~~19~~, wherein the vehicle location tracking system is coupled to the vehicle, the apparatus further comprising:

- (a) a billing computer upon which the program executes; and
- (b) a handheld computer configured to interface with the vehicle location tracking system to obtain the location information therefrom, and to interface with the billing computer to download the location information thereto.

24. (Original) The apparatus of claim 17, wherein the program is configured to adjust the cost associated with the economic transaction by adding a surcharge to the cost in response to detection of the location of the vehicle at the location having the increased level of risk.

25. (Original) The apparatus of claim 24, wherein the amount of the surcharge is based on an amount of time that the vehicle is located at the location having the increased level of risk.

26. (Original) The apparatus of claim 17, wherein the program is configured to adjust the cost associated with the economic transaction by selecting one of a plurality of base rates based upon detection of the location of the vehicle at the location having the increased level of risk.

27. - 28. (Canceled).

29. (Currently Amended) A program product, comprising:

- (a) a program configured to receive location information identifying the location of a vehicle during at least a portion of a period of time associated with rental of the vehicle, at least a portion of the location information indicating that

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the vehicle was located at a location having an increased level of risk, the program further configured to adjust a cost associated with the rental of the vehicle at least in part based on the location of the vehicle at the location having the increased level of risk, wherein the program is further configured to store the location information in the form of timestamped entries, each identifying one of a plurality of regions and a time at which the vehicle was located in such region, and to add a timestamped entry at a second point in time only when a current region for the vehicle at the second point in time differs from a previous region for the vehicle at a first, previous point in time; and

(b) a signal bearing medium bearing the program.

30. (Original) The program product of claim 29, wherein the signal bearing medium includes at least one of a recordable medium and a transmission medium.